

**"UNBF Email Giveaway"
(the "Contest")
Rules and Regulations**

HOW TO PARTICIPATE:

1. No purchase is necessary. Starting March 18, 2010, email messages will be sent to individuals on behalf of the University of New Brunswick Fredericton Campus (UNBF) by STUDENTAWARDS INC. A text link will also be placed on <http://www.studentawards.com>. Email recipients are chosen based on those individuals who have explicitly agreed to receive email messages from STUDENTAWARDS INC and from their partners. Emails will be sent to recipients whose STUDENTAWARDS profile identifies them as being residents of Ontario, New Brunswick, Prince Edward Island or Nova Scotia.
2. Information in the email message and the text link on <http://www.studentawards.com> will direct the prospective students to the Web site – <http://www.onlyoneu.ca> - to complete the online entry form by providing your name, address, e-mail address, telephone number and age; confirm compliance with the contest rules and regulations; and submit your entry online. In the event of a dispute regarding submission of an online entry, the entry will be deemed submitted by the authorized holder of the e-mail account. The authorized account holder is the individual who is assigned to the e-mail address by an Internet access provider, online service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the e-mail address.
3. There is a limit of one entry per student. All entries become the property of the sponsor and none will be returned. Entries generated by a script, macro or other automated means are void. Entries that contain typographical errors, are altered, tampered with, incomplete, inaccurate, irregular in any way, or otherwise not in compliance with the contest rules and regulations, are also void. Proof of sending is not proof of receipt. To be eligible, all entries must be received by 11:59 p.m. Atlantic Standard Time (AST) April 30, 2010 (the "contest closing date").

THE PRIZES

4. There will be two "UNBF Email Giveaway" prizes available to be won consisting of \$500 tuition credit for the 2010-11 academic year at UNB (Fredericton campus only) in a program of the winner's choosing from the sponsor's program of study offering. The prizes have a retail value of \$500 CAD each. The prizes do not confer on the winners an automatic right to be enrolled in a program of study at UNB. The prize winners must satisfy all criteria for admission to the program of study to which the tuition credit will be applied, and the sponsor's decision in this regard will be final. Prize winners are under no obligation to remain enrolled at UNB following the academic year to which the prize has been applied. The prize winner's enrolment at UNB, during the academic year to which the tuition credit applies, and in any subsequent year, is subject to the satisfaction of academic standards established and applied by the UNB department responsible for administering the winner's program of study.
5. If the selected entrants do not meet UNB's academic standards, then the prize will not be awarded.

OR

If the selected entrants do not accept the prize as presented, then the sponsor reserves the right to select another prize winner.

6. This contest is open to all residents of Ontario, New Brunswick, Prince Edward Island and Nova Scotia who are in their final year of high school and expect to graduate before Aug. 31, 2010 with intentions of beginning post-secondary education in fall 2010. Employees of UNB, its advertising and promotional agencies, the independent judging organization, and members of their respective immediate families (defined as parents, children, siblings and spouse) or households are not eligible to win.

Draw

7. To award the prizes, two random draws will be held on or about May 3, 2010 at the Office of U First: Integrated Recruitment & Retention, 3 Bailey Drive, University of New Brunswick, Fredericton, New Brunswick from all entries received on or before the contest closing date.

By entering, participants agree to be bound by the contest rules and regulations and the decisions of organization. This contest is subject to all applicable federal, provincial and municipal laws.

Prizes

8. The prize must be accepted as awarded. No substitution, transfers or refunds will be allowed. The prize or any unused portion cannot be exchanged for cash unless stated otherwise in these contest rules and regulations.

In order to claim a prize and be declared a winner, the selected entrant will be required to:

(a) correctly answer, without assistance of any kind, a mathematical skill-testing question to be administered by telephone; and

(b) complete and sign a declaration and release form confirming compliance with the contest rules and regulations; accepting the prize as awarded, without substitution; releasing the sponsor and its affiliated companies from any liability, as described more fully below; and consenting to the use of his or her name, address (city and province), photograph, and likeness, as described more fully below.

If the selected entrant is under the age of majority, then his or her parent or guardian must also sign a declaration, release and indemnity form.

Failure by any selected entrant (and, where applicable, his or her parent or guardian) to complete, sign and return any of the aforementioned documents within 14 business days after notification is sent to the address on the selected entrant's entry, or the return of prize documents as undeliverable, may result in forfeiture of the prize. Failure to correctly answer the skill-testing question will result in disqualification and the forfeiture of his or her interest in the prize. Communication will be entered into only with selected entrants.

Personal Information

9. The entrant may consent to the occasional receipt of product-related information from the sponsor, for the purpose of notifying contest entrants of new products and obtaining customer feedback by selecting the option on the on-line entry form.

No Responsibility

10. The sponsor assumes no responsibility for:

(a) lost, delayed, destroyed, misidentified or misdirected entries, or entries deemed irregular by the contest sponsor in its sole discretion, which are automatically void;

(b) incorrect or inaccurate capture of entry information, technical malfunctions, human or technical errors, printing errors, lost, delayed or garbled data or transmissions, omissions, interruptions, deletions, defects or failures of any telephone or computer line or network, computer equipment, software or any combination thereof, whether originating from sender or recipient; and

(c) any problems, errors or negligence that may arise or occur in connection with the contest, including but not limited to, any damage to an entrant's computer equipment, computer system, software or any combination thereof, as a result of the entrant's participation in this contest.

Right to Cancel

11. The sponsor reserves the right to cancel or modify this contest if, in its sole discretion, it determines that for any reason this contest is not capable of running as originally planned, or if fraud or any other occurrence compromises the fairness or integrity of this contest. Without limiting the generality of the foregoing, the sponsor reserves the right, in its sole discretion, to cancel or suspend the Internet portion of this contest should a virus, bug or any other cause beyond the reasonable control of the sponsor corrupt the security or proper administration of this contest.

More Winners than Anticipated

12. If, as a result of an error relating to the entry process, drawing or any other aspect of the contest, there are more potential winners of prizes than contemplated in the contest rules and regulations, there will be a random draw amongst all eligible prize claimants after the contest closing date to award the correct number of prizes.

Criminal Prosecution

13. Any attempt to deliberately damage any website or to undermine the legitimate operation of this contest is a violation of criminal and civil laws, and should such an attempt be made, the sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

General Release and Indemnity

14. By entering this contest, entrants agree to release and indemnify and hold harmless the sponsor and its parent and affiliates, subsidiaries, advertising and promotional agencies, and their respective directors, officers, employees and agents, from any claim, loss, expense (including legal fees) or other liability which may be sustained in connection with the contest, including, without limitation, any damages resulting from the receipt, ownership or use or misuse of a prize.

No Warranties

15. The sponsor shall not be liable to the winner of any prize for any guarantee, warranty, condition or representation, express or implied, relating to the prize, including, without limitation, its quality, condition or fitness for a particular purpose.

Publicity Release

16. By entering this contest, entrants consent to the use of their name, age, address (city and province), photograph and likeness in any publicity related to this contest carried out by the sponsor, without compensation, worldwide and in perpetuity, in any and all forms of media now known or hereafter devised, including the Internet, unless prohibited by law.